

ORDER

KSNV

Orders
Order / Rev: 105329
Alt Order #: 06839844
Product Desc: DCCC
Estimate: 1472
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 08/08/12 / 08/31/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	82	\$55,775.00	\$47,408.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	82	\$55,775.00	\$47,408.75	0.00
Totals	82	\$55,775.00	\$47,408.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	30%	\$55,775.00
Market	100%	\$185,916.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$50,197.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$31,605.83
KTUD	1%	\$1,859.17
KVVU	17%	\$31,605.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$14,873.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			5			\$325.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					5	\$325.00		0.00			
E 2	KSNV	09/18/12	09/24/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	5	\$200.00	1	0.00	NM	5	\$1,000.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWT--S					5	\$200.00		0.00			
E 3	KSNV	09/18/12	09/24/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					3	\$1,000.00		0.00			
E 4	KSNV	09/18/12	09/24/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$1,500.00	1	0.00	NM	4	\$6,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					4	\$1,500.00		0.00			
E 5	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$350.00		0.00			
E 6	KSNV	09/22/12	09/22/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$625.00		0.00			
E 7	KSNV	09/23/12	09/23/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$325.00		0.00			
E 8	KSNV	09/23/12	09/23/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$750.00		0.00			
E 9	KSNV	09/23/12	09/23/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$500.00		0.00			
E 10	KSNV	09/23/12	09/23/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$500.00		0.00			
E 11	KSNV	09/18/12	09/24/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					3	\$750.00		0.00			
E 12	KSNV	09/18/12	09/24/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					5	\$325.00		0.00			
E 13	KSNV	09/18/12	09/24/12		CM	11am-12pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00

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Rachael Ray Rachael Ray RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 5 \$325.00 0.00															
E 14	KSNV	09/18/12	09/24/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
NEWS 3 AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 5 \$425.00 0.00															
E 15	KSNV	09/18/12	09/24/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
NEWS 4: THE AGENDA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 5 \$325.00 0.00															
E 16	KSNV	09/18/12	09/24/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$325.00 0.00															
E 17	KSNV	09/18/12	09/24/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$450.00 0.00															
E 18	KSNV	09/18/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 4 \$600.00 0.00															
E 19	KSNV	09/18/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 5 \$700.00 0.00															
E 20	KSNV	09/18/12	09/24/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 5 \$1,000.00 0.00															
E 21	KSNV	09/22/12	09/22/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
KSNV EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$650.00 0.00															
E 22	KSNV	09/18/12	09/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
Wheel of Fortune/Jeop <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 2 \$1,000.00 0.00															
E 23	KSNV	09/18/12	09/24/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	5	\$800.00	1	0.00	NM	5	\$4,000.00
Face to Face <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 5 \$800.00 0.00															
E 25	KSNV	09/24/12	09/24/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 M----- 1 \$4,000.00 0.00															
E 26	KSNV	09/21/12	09/21/12		CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Fri PR 9-10p Friday Prime 9-10pm GRIMM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ----F-- 1 \$2,600.00 0.00															
E 27	KSNV	09/18/12	09/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 2 \$1,200.00 0.00															
E 28	KSNV	09/22/12	09/22/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/24/12 -----S- 1 \$1,100.00 0.00															
E 29	KSNV	09/18/12	09/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 2 \$750.00 0.00															
N 30	KSNV	09/22/12	09/22/12	Notre Dame Notre Dame Football	CM	1130a-8pm	-----S-	:30	1	\$375.00	3	0.00	NM	1	\$375.00
Vegas Inc <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$375.00 0.00															
													Totals	82	\$55,775.00